

**CLAIMS**

I claim:

1. A method of promoting a creative work, comprising:  
for a to-be-promoted creative work, posting for public access an Internet site relating to the creative work, and after posting the site, optionally updating and/or revising the site one or more times; and,  
after posting the site, distributing a permanent non-paper announcement item for the site.
2. The method of claim 1, wherein the permanent non-paper announcement item comprises a beach towel including the Internet site address.
3. The method of claim 1, wherein the creative work is musical.
4. The method of claim 3, wherein the musical creative work is a new musical theater work.
5. The method of claim 4, wherein the site includes a ticket purchasing feature for the new musical theater work.
6. The method of claim 1, wherein the announcement item is reusable.
7. The method of claim 1, wherein the permanent announcement item is observable by others besides a person to whom the item was directly distributed.
8. The method of claim 2, wherein the Internet site address is embroidered onto the towel.

9. The method of claim 1, wherein the site includes, either as posted or as updated/revised, at least one musical sample clip.

10. The method of claim 9, wherein the site includes a statement informing someone listening to the sample clip how to find a full recorded version and/or a full live version.

11. The method of claim 10, wherein the site includes a statement that the musical sample clip due to equipment and/or system constraints is of somewhat compromised quality compared to the full recorded version and/or the full live version.

12. The method of claim 1, wherein the site updating and/or revising occurs more frequently than quarterly.

13. The method of claim 9, including filing a copyright application relating to the musical sample clip before the musical sample clip is included on the site.

14. A creative-work promotional beach towel, comprising:  
a beach towel including an Internet domain name relating to a creative-work, wherein the name represents a publically accessible active Internet website on which appears content relating to the creative-work.

15. The beach towel of claim 14, wherein the creative-work is a musical theater show.

16. The beach towel of claim 14, wherein the name is embroidered.

17. The beach towel of claim 15, wherein the Internet website includes at least one song clip of a tune from the show.

18. The beach towel of claim 15, wherein the Internet website includes a ticket purchasing feature.

19. The beach towel of claim 14, wherein the Internet website includes a purchasing feature.

20. The beach towel of claim 19, wherein the purchasing feature is for purchase of tickets to attend a performance and/or for purchase of the creative-work.